

Tax Amnesty Marketing Campaign 2005

Executive Summary



California Franchise Tax Board

Tax Amnesty Marketing Campaign 2005

Executive Summary

The Governor's 2004-2005 state budget included legislation mandating a Tax Amnesty Program.¹ Tax amnesty was intended to accelerate revenue and address those taxpayers who contribute to the \$6.5 billion annual tax gap in the State of California. The program was born from an amnesty bill authored by Assemblywoman Judy Chu.²

The Franchise Tax Board, commonly referred to as FTB, administers both the Personal Income Tax and Bank and Corporation Tax Laws. The Board of Equalization (BOE), responsible for administering tax programs in four general areas: sales and use taxes, property taxes, special taxes, and the tax appellate program, was added to the amnesty program. Together, the FTB and BOE were authorized to contact amnesty eligible individual and business taxpayers who owed income, franchise, sales, or use taxes for tax years 2002 and earlier.

Amnesty provided a limited time chance for taxpayers who owe past due income, franchise, sales, or use taxes to pay what they owe with interest, but free of penalties and the risk of criminal prosecution. Amnesty applied to taxpayers who did not file tax returns, understated their taxes on previously filed returns, or failed to pay taxes previously assessed for tax years 2002 and earlier. Tax amnesty was expected to raise \$672 million for the state by the end of FY 2004-2005.³ The application period ran from February 1 through March 31, 2005. Those taxpayers who chose not to apply for tax amnesty faced additional penalties and a higher interest rate on past due balances.

The budget bill allocated \$10.2 million for the FTB's administrative costs related to amnesty. This amount included costs resulting from increased customer service contact and notices, modifications to the processing functions and department systems, and \$2.3 million for a statewide marketing campaign.

FTB developed a comprehensive public outreach program to publicize the tax amnesty program. To maximize public awareness, the methods used to publicize amnesty included statewide and local news releases, public service announcements and paid commercials on television and radio, a tax amnesty Website, and a direct mail invitation/notice to participate.

The following report details the \$2.3 million statewide marketing campaign.

¹ SB 1100, a budget trailer bill; Chaptered August 16, 2004.

² AB 2203.

³ FTB and BOE revenue projections.

Tax Amnesty Marketing Campaign

Months before the signing of the budget act containing provisions of tax amnesty, FTB mobilized teams to prepare for the program. Operations and computer program changes were planned and implemented, forms were developed, and an Advertising Media Services Request for Proposal was drafted.

Direct Mail

The amnesty marketing campaign began in December 2004, when the first of 1.2 million notices were mailed to taxpayers who had balances on FTB's accounts receivable system, an open bankruptcy, audit, appeal, or other legal action. Taxpayers who received the "invitations" were provided savings estimates if they were going to participate in the program.



Advertising Contract

The Request for Proposal (RFP) was issued five weeks before the state budget was signed (July 31, 2004) and contained a Budget Contingency Clause, allowing for no liability by the state if appropriation for amnesty marketing was not contained in the Budget Act.

Unique Scoring

A secondary method was used for scoring the RFP, whereby the technical proposal and the cost proposal were evaluated separately. To ensure that FTB retained an experienced, qualified vendor and not the low bidder, the technical proposal was weighted at 70 percent and the cost portion at 30 percent.

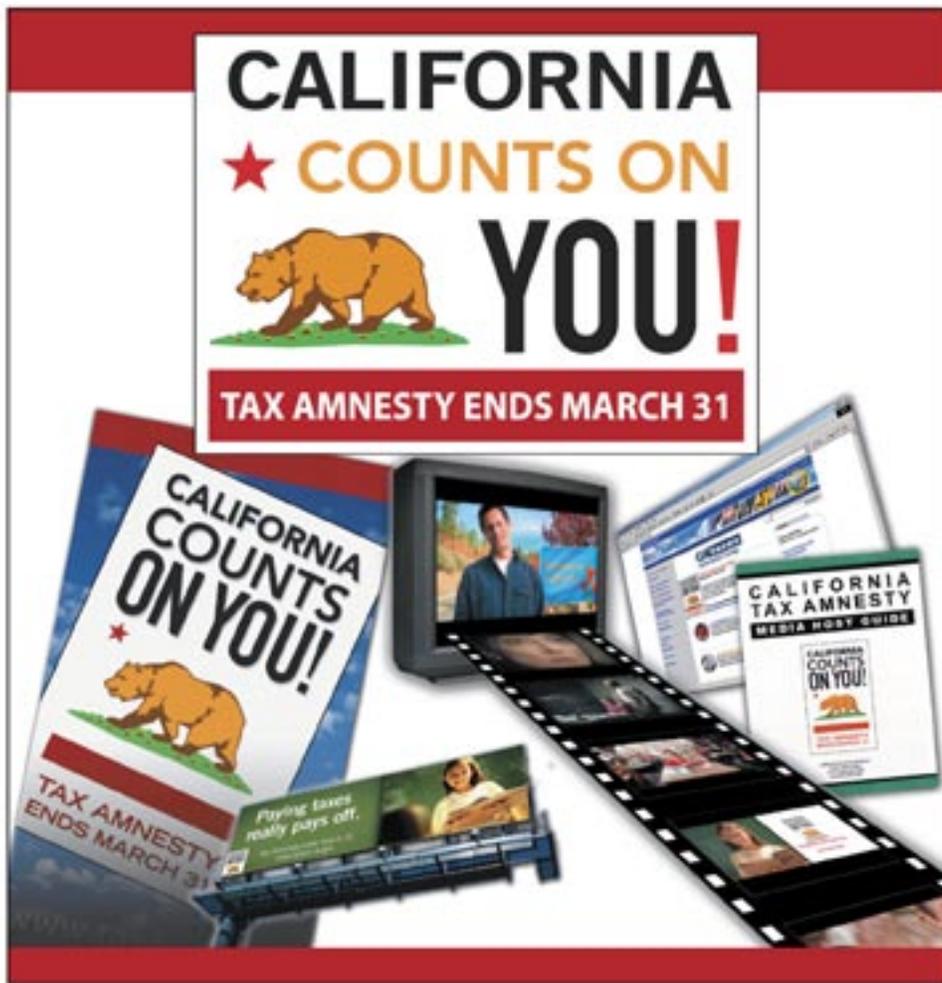
Five firms submitted bids in response to the RFP. Glass McClure, a Sacramento-based advertising agency, won the contract with a perfect score of 100 points.

The first meeting with Glass McClure consisted of introductions of the GM and FTB teams and outlined the message for the campaign. Reporting on input from the executive officer, FTB board members, agency secretary, and administration officials, Glass McClure was instructed to keep the tone of the marketing effort positive and affirming—no threats to taxpayers for failing to comply.

Branding

Glass McClure responded with an appropriate tag line: California Counts on You. A branding icon, or logo, was produced, with elements from California’s “Bear Republic” flag and the tag line.

The branding was evident on all bills and notices produced by FTB and BOE, on the Web portal (www.taxes.ca.gov), various print products, and in the commercials.



Campaign Breakdown

In its initial proposal contained in the RFP, Glass McClure recommended a media approach building on the “power, reach, and influence” of radio, TV, and direct mail to the taxpayers. Use of the electronic media provided broad statewide coverage with maximum “reach and frequency” and opportunities for superior “added value” opportunities, i.e., additional spots. Glass McClure’s pre-campaign research projected that the plan would “reach 97.4 percent of all Californians an average of 17 times with the tax amnesty message.”

Smart Investing

FTB creates large scale promotion on a budget

| | |
|---|----------------|
| MEDIA BUY \$1,858,858.00 | 81.45% |
| TV PRODUCTION \$219,705.09 | 9.62% |
| RADIO PRODUCTION \$8,437.85 | .37% |
| LARGE FORMAT ADS \$13,439.20 | .59% |
| PAID RADIO SPOT AIR TIME DUPLICATION \$6,924.83 | .30% |
| PSA PRODUCTION/AIR TIME DUPLICATION \$3,830.65 | .17% |
| POST PRODUCTION RESOURCES (PRINT, CDs, SHIPPING, MESSENGER, and LABELS) \$1,076.20 | .05% |
| STAFF TIME* \$170,000.00 | 7.45% |
| TOTAL | 100.00% |

*Staff Time includes all agency time for strategy and account planning, creative development and execution, media planning, PSA coordination, and account service, as described in monthly billing back-ups. Surplus monies \$17,728 (or 1.20%).

Radio and TV

The radio and TV plan implemented for the campaign aired commercials throughout the amnesty application period. TV and radio media buys were made at stations from 11 markets. TV times purchased were:

- Early Morning: 5 a.m. – 7 a.m.
- Early Morning: 7 a.m. – 9 a.m.
- Evening News: 5 p.m. – 7 p.m.
- Late News: 10 p.m. – 11:30 p.m.
- Late Fringe: 11:30 p.m. – 2 a.m.

Radio and TV ads began airing statewide on February 1 for a period of two weeks. From February 14 through March 4 the electronic campaign was “quiet” as no spots were aired. The *Here* TV and radio spots were utilized in the rollout phase of the campaign.

Here

Here was produced as the kickoff spot for the campaign. Shot in the Sacramento area, it features an elementary school teacher and school kids, a State Fish and Game Ranger, Sacramento Police, and California Division of Forestry personnel, remarking that state tax dollars go “here” to fund essential education, wildlife, and public safety programs. Thirty-second and 15-second TV and radio spots were produced. A 30-second radio version in Spanish was also produced.



Did You Know

During the final four weeks of the campaign, beginning March 7, the TV and radio campaign resumed. The *Did You Know* spot was introduced in March, rotating with *Here*.

Did You Know was produced with a stiffer enforcement tone. It is a voiceover spot with moving graphics emphasizing the state’s annual \$6.5 billion tax gap. Thirty-second and 15-second TV and radio spots were produced. A 30-second radio version in Spanish was also produced.

During the last week of the campaign, *Did You Know* aired exclusively.

Outdoor

The initial proposal did not include outdoor advertising. However, Glass McClure, ultimately employed a strategic use of outdoor advertising in Sacramento, the Bay Area, Los Angeles, San Diego, and the Central Valley.

Billboards were designed and displayed in Sacramento on I-5; San Francisco, downtown; Central Valley (Hwy. 99, Fresno; Hwy. 99 south of Bakersfield); San Diego, downtown; and Los Angeles, I-405, near LAX. Each was purchased for one month.

Movie theater ads, based on the billboards, were rotated throughout theaters for the month of March.

Transit shelter advertisements, based on the billboards, were also posted throughout downtown Sacramento for the month of March.



Non-English Media

The *Here* and *Did You Know* 30-second radio commercials were produced in Spanish and broadcast in all markets, except Eureka.



Responding to a suggestion by Controller Westly, an advertising outreach was prepared for the Asian press. A display ad was produced in Mandarin language and published in Los Angeles and San Francisco newspapers in March.

Media Buys

Of the \$2.3 million allocated for the marketing budget, more than \$1.85 million was used for media buys (page 4). (See Appendices I and II.)

| | |
|---|---------------|
| MEDIA BUY \$1,858,858.00 | 81.45% |
|---|---------------|

Of the remaining budget, production costs for the TV spots and Glass McClure staff time were the larger cost components of the campaign.

| | |
|---|--------------|
| TV PRODUCTION \$219,705.09 | 9.62% |
| STAFF TIME \$170,000.00 | 7.45% |

Public Service Announcements

Public Service Announcements were videotaped at KTXL studios in Sacramento, featuring State Controller and FTB Chair Steve Westly, amnesty legislation author Assemblywoman Judy Chu, and Board of Equalization members Betty Yee, First District; Bill Leonard, Second District; Claude Parrish, Third District; and John Chiang, Fourth District.

TV and radio spots were prepared for each BOE member for distribution to media throughout their respective districts.

TV PSAs featuring Westly and Chu were made available to stations statewide via a satellite downlink.

News Releases

Beginning with the filing season kickoff news release, issued January 3, 2005, Public Affairs conducted proactive media outreach prior to and during the amnesty application period. Two enforcement-oriented statewide news releases were also issued in January to lay the groundwork for the amnesty period.

Three statewide releases were issued during the amnesty application period, including a kickoff news release, a week one results release, and final week release. In addition, Public Affairs emailed amnesty revenue and application recaps along with anecdotal information to more than 1,700 media statewide on a weekly basis.

News Release

| | |
|--|---|
| FRANCHISE TAX BOARD Contact: Denise Azimi or Patrick Hill (916) 845-4800 | BOARD OF EQUALIZATION Anita Gore (916) 327-8988 |
|--|---|

For Immediate Release February 1, 2005

California's Tax Amnesty Starts Today

California is counting on eligible taxpayers to participate in a tax amnesty program that runs from February 1 through March 31, 2005, according to the Franchise Tax Board (FTB) and the Board of Equalization (BOE).

"We're giving Californians a one-time chance to pay their past taxes without financial penalties," said State Controller and FTB Chair Steve Westly. "People and businesses can do the right thing by coming forward to take part in the amnesty program."

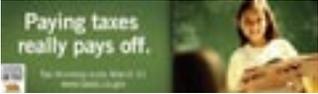
Tax amnesty legislation contained in the state budget came out of an earlier bill introduced by Assemblymember Judy Chu (D-Monterey Park) and cosponsored by State Controller Steve Westly and Board of Equalization Chair John Chiang.

"We don't always get a chance to fix our mistakes," said Chiang. "For taxpayers who didn't properly report taxes in the past, amnesty provides the chance to correct that oversight."

Individual and business taxpayers who owe income, franchise, sales, or use taxes for tax years 2002 and earlier are eligible for amnesty. Taxpayers can avoid criminal prosecution and get most penalties and fees waived by paying the tax and interest. To learn more, visit www.taxes.ca.gov.

Excluded from participating are taxpayers currently under criminal investigation for tax-related matters, or taxpayers with abusive tax shelter transactions that were eligible to participate in either last year's Voluntary Compliance Initiative or the 2003 IRS Offshore Voluntary Compliance Initiative. These taxpayers are eligible for amnesty for non-abusive tax shelter items.

(MORE)





News Conferences

Two news conferences were conducted in Los Angeles and Sacramento to launch the amnesty media campaign and application period on February 1. The TV and radio spots, and outdoor artwork, were displayed at the news conferences. Controller Westly, BOE members Chiang and Parrish spoke at the Los Angeles event. Westly and Chiang also appeared at a capitol news conference. Public Affairs helped facilitate media interviews with Westly, Chu, and the BOE members.

News Interviews

The Public Affairs staff conducted interviews over the phone and in person at TV, radio stations, newspapers, and wire services throughout the state, traveling to media markets from Eureka to San Diego. During the application period, nearly 9,500 media contacts were made. Radio and TV interviews totaled nearly 52 hours of air time, while print stories totaled more than 1,100 column inches.



Tax Practitioners

We provided insight and information to Spidell Publishing Company, the California Society of CPAs, and other tax professionals during the amnesty campaign. Along with the Legal Department, we helped facilitate advancement of amnesty clean-up proposals that were presented before the FTB Board.

Speakers' Bureau

We delivered speeches to tax accountants, attorneys, enrolled agents, CPAs, and other interested parties.

Web Portal

The amnesty advertisements directed taxpayers to the amnesty Web portal—www.taxes.ca.gov—where they could go for more information, forms downloads, etc. FTB's amnesty homepage received nearly 200,000 visits between February 1 – April 1 (see Appendix III).

Conclusion

The amnesty program exceeded all estimates, bringing in more than \$4.5 billion in total revenue. The key success factor was the early planning and development of functional teams to address operational and communication issues.

Tax Amnesty Campaign 2005

Appendices & Quantitative Information

2005 California Tax Amnesty Statewide General Market Television

| Market | Station | Channel | Network | Total Spots | Dollars Spent |
|------------------------------------|---------|---------|---|-------------|------------------|
| LOS ANGELES | KABC-TV | 7 | ABC | 140 | |
| | KCOP-TV | 13 | UPN | 33 | |
| | KNBC-TV | 4 | NBC | 151 | |
| | KTTV-TV | 11 | FOX | 39 | |
| | | | Los Angeles Sub-Total | 363 | \$511,400 |
| SAN FRANCISCO/ SAN JOSE | KGO-TV | 7 | ABC | 106 | |
| | KNTV-TV | 11 | NBC | 77 | |
| | KPIX-TV | 5 | CBS | 90 | |
| | KRON-TV | 4 | Independent | 59 | |
| | KTVU-TV | 2 | FOX | 45 | |
| | | | San Francisco/San Jose Sub-Total | 377 | \$275,310 |
| SAN DIEGO | KGTV-TV | 10 | ABC | 175 | |
| | KNSD-TV | 7 | NBC | 134 | |
| | | | San Diego Sub-Total | 309 | \$128,335 |
| SACRAMENTO | KCRA-TV | 3 | NBC | 91 | |
| | KOVR-TV | 13 | CBS | 47 | |
| | KQCA-TV | 58 | WB | 45 | |
| | KTXL-TV | 40 | FOX | 36 | |
| | KXTV-TV | 10 | ABC | 89 | |
| | | | Sacramento Sub-Total | 308 | \$106,349 |
| FRESNO | KAIL-TV | 53 | UPN | 18 | |
| | KFRE-TV | 59 | WB | 13 | |
| | KFSN-TV | 6 | ABC | 64 | |
| | KGPE-TV | 47 | CBS | 47 | |
| | KMPH-TV | 26 | FOX | 6 | |
| | KSEE-TV | 24 | NBC | 86 | |
| | | | Fresno Sub-Total | 234 | \$28,026 |
| SANTA BARBARA | KCOY-TV | 12 | CBS | 126 | |
| | KEYT-TV | 3 | ABC | 72 | |
| | KKFX-TV | 11 | FOX | 28 | |
| | KSBY-TV | 6 | NBC | 121 | |
| | | | Santa Barbara Sub-Total | 347 | \$24,760 |
| MONTEREY | KCBA-TV | 35 | FOX | 56 | |
| | KION-TV | 46 | CBS | 54 | |
| | KSBW-TV | 8 | NBC | 97 | |
| | | | Monterey Sub-Total | 207 | \$23,386 |
| PALM SPRINGS | KDFX-TV | 33 | FOX | 51 | |
| | KESQ-TV | 3 | ABC | 64 | |
| | KMIR-TV | 6 | NBC | 75 | |
| | KPSP-TV | 2 | CBS | 77 | |
| | | | Palm Springs Sub-Total | 267 | \$22,073 |
| BAKERSFIELD | KBAK-TV | 29 | CBS | 144 | |
| | KBFX-TV | 58 | FOX | 103 | |
| | KERO-TV | 23 | ABC | 97 | |
| | KGET-TV | 17 | NBC | 85 | |
| | | | Bakersfield Sub-Total | 429 | \$19,917 |
| CHICO | KCVU-TV | 30 | FOX | 80 | |
| | KHSL-TV | 12 | CBS | 65 | |
| | KNVN-TV | 24 | NBC | 91 | |
| | KRCR-TV | 7 | ABC | 112 | |
| | | | Chico Sub-Total | 348 | \$9,634 |
| EUREKA | KAEF-TV | 23 | FOX | 37 | |
| | KBVU-TV | 2 | CBS | 24 | |
| | KIEM-TV | 3 | NBC | 121 | |
| | KVIQ-TV | 6 | ABC | 148 | |
| | | | Eureka Sub-Total | 330 | \$7,279 |

Television buy achieved \$95,000+ bonus weight

Total Television

\$1,156,469

**2005 California Tax Amnesty
Statewide General & Hispanic Market Radio Buys**

| Market | Station | Dial Position | Format | Total Spots | Dollars Spent | |
|------------------------------------|----------------|----------------------|---|----------------------------|----------------------|-----------------|
| LOS ANGELES | KBIG-FM | 104.3 | Adult Contemporary | 116 | | |
| | KDLD-FM | 103.1 | Classic Rock | 56 | | |
| | KFI-AM | 640 | News/Talk | 180 | | |
| | KGGI-FM | 99.1 | Contemporary Hits Radio | 132 | | |
| | KHHT-FM | 92.3 | Urban Adult Contemporary | 72 | | |
| | KIIS-FM | 102.7 | Contemporary Hits Radio | 64 | | |
| | KLAC-AM | 570 | Nostalgia | 88 | | |
| | KOST-FM | 103.5 | Soft Adult Contemporary | 28 | | |
| | KWVE-FM | 107.9 | Religion | 24 | | |
| | KXTA-AM | 1150 | Sports | 28 | | |
| | KYSR-FM | 98.7 | Modern Adult Contemporary | 28 | | |
| | XTRA-AM | 690 | Sports | 28 | | |
| | KLVE-FM | 107.5 | Spanish | 120 | | |
| | KSCA-FM | 101.9 | Spanish | | | |
| | KRCD-FM | 103.9 | Spanish | | | |
| KRCV-FM | 98.3 | Spanish | | | | |
| KTNQ-AM | 1020 | Spanish | | | | |
| | | | Los Angeles Sub-Total | 964 | \$241,446 | |
| SAN FRANCISCO/ SAN JOSE | KABL-AM | 960 | Nostalgia | 60 | | |
| | KCNL-FM | 104.9 | Adult Alternative | 36 | | |
| | KFJO-FM | 92.7 | Rock | 24 | | |
| | KFOG-FM | 104.5 | Album Alternative | 78 | | |
| | KIOI-FM | 101.3 | Eighties Hits | 116 | | |
| | KISQ-FM | 98.1 | Urban Adult Contemporary | 212 | | |
| | KKSF-FM | 103.7 | Smooth Jazz | 184 | | |
| | KMEL-FM | 106.1 | Contemporary Hits Radio | 168 | | |
| | KNEW-AM | 910 | Business News | 144 | | |
| | KOIT-FM | 96.5 | Adult Light Rock | 44 | | |
| | KSFO-AM | 560 | Talk | 24 | | |
| | KUFX-FM | 98.5 | Classic Rock | 184 | | |
| | KYLD-FM | 94.9 | Urban | 92 | | |
| | KSOL-FM | 98.9 | Spanish | 28 | | |
| | KSQL-FM | 99.1 | Spanish | | | |
| | | | San Francisco/San Jose Sub-Total | 1394 | \$202,836 | |
| SAN DIEGO | KGB-FM | 101.5 | Classic Rock | 102 | | |
| | KHTS-FM | 93.3 | Contemporary Hits Radio | 24 | | |
| | KIOZ-FM | 105.3 | Rock | 20 | | |
| | KLSD-AM | 1360 | Nostalgia | 48 | | |
| | KMYI-FM | 94.1 | Adult Contemporary | 120 | | |
| | KOGO-AM | 600 | News/Talk | 156 | | |
| | KPRZ-AM | 1210 | Talk | 16 | | |
| | XHRM-FM | 92.5 | Jammin' Oldies | 74 | | |
| | XHTZ-FM | 90.3 | Rhythmic Contemporary Hits | 20 | | |
| | XOCL-FM | 99.3 | Oldies | 70 | | |
| | XPRS-AM | 1090 | Spanish | 16 | | |
| | XTRA-AM | 690 | Sports | 28 | | |
| | XTRA-FM | 91.1 | Alternative | 24 | | |
| | KLNV-FM | 102.9 | Spanish | 44 | | |
| | KLQV-FM | 106.5 | Spanish | | | |
| | | | <i>Spill from station outside market: KKFS (SF)</i> | | 180 | |
| | | | | San Diego Sub-Total | 942 | \$72,394 |
| SACRAMENTO | KFBK-AM | 1530 | News/Talk | 148 | | |
| | KGBY-FM | 92.5 | Adult Contemporary | 32 | | |
| | KHTK-AM | 1140 | Sports/Talk | 40 | | |
| | KHYL-FM | 101.1 | Jammin' Oldies | 68 | | |
| | KNCI-FM | 105.1 | Country | 38 | | |
| | KRLL-FM | 92.1 | Real Country | 48 | | |
| | KSTE-AM | 650 | Talk | 100 | | |
| | KTKZ-AM | 1380 | News/Talk | 48 | | |
| | KXCL-FM | 103.9 | 80's, 90's and More | 48 | | |
| | KRCX-FM | 99.9 | Spanish | 28 | | |
| | KTTA-FM | 97.9 | Spanish | 32 | | |
| | | | <i>Spill from station outside market: KKFS (SF)</i> | | 28 | |
| | | | Sacramento Sub-Total | 658 | \$51,046 | |

**2005 California Tax Amnesty
Statewide General & Hispanic Market Radio Buys**

| Market | Station | Dial Position | Format | Total Spots | Dollars Spent | |
|----------------------|--|---|--------------------------------|---------------------------|-----------------|-----------------|
| FRESNO | KALZ-FM | 102.7 | Modern Adult Contemporary | 140 | | |
| | KBOS-FM | 94.9 | Contemporary Hits/Rhythmic | 84 | | |
| | KCBL-AM | 1340 | Sports | 40 | | |
| | KEZL-FM | 96.7 | Smooth Jazz | 164 | | |
| | KFSO-FM | 92.9 | Oldies | 40 | | |
| | KRZR-FM | 103.7 | Rock | 76 | | |
| | KSOF-FM | 98.9 | Soft Adult Contemporary | 164 | | |
| | KVBL-AM | 1400 | Sports | 40 | | |
| | KFSO-FM | 92.9 | Spanish | 123 | | |
| | KOQO-FM | 101.9 | Spanish | | | |
| | KOOR-AM | 790 | Spanish | | | |
| | | | Fresno Sub-Total | 871 | \$32,939 | |
| SANTA BARBARA | KDB-FM | 93.7 | Classical | 32 | | |
| | KIST-FM | 107.7 | Contemporary Hits Radio | 32 | | |
| | KSBL-FM | 101.7 | Soft Adult Contemporary | 134 | | |
| | KSPE-FM | 94.5 | Spanish | 32 | | |
| | KTLK-AM | 1340 | Sports | 32 | | |
| | KTMS-AM | 990 | News/Talk | 32 | | |
| | KTYD-FM | 99.9 | Rock | 64 | | |
| | KBKO-AM | 1490 | Spanish | 44 | | |
| | KSPE-FM | 94.5 | Spanish | | | |
| | | | Santa Barbara Sub-Total | 402 | \$9,926 | |
| MONTEREY | KDON-FM | 102.5 | Contemporary Hits Radio | 40 | | |
| | KION-AM | 1460 | News/Talk | 40 | | |
| | KOCN-FM | 105.1 | R&B Old School | 128 | | |
| | KPRC-FM | 100.9 | Spanish | 112 | | |
| | KTOM-FM | 92.7 | Country | 40 | | |
| | KLOK-FM | 99.5 | Spanish | 32 | | |
| | KSES-FM | 107.1 | Spanish | 36 | | |
| | | <i>Spill from stations outside market: KSJO & KUFX (SF)</i> | | | 152 | |
| | | | | Monterey Sub-Total | 580 | \$10,235 |
| | PALM SPRINGS | KCLB-FM | 93.7 | CHR/Urban Contemporary | 44 | |
| KDES-FM | | 104.7 | Oldies | 24 | | |
| KEZN-FM | | 103.1 | Soft Rock | 24 | | |
| KKUU-FM | | 92.7 | Rhythmic Contemporary Hits | 68 | | |
| KPLM-FM | | 106.1 | Country | 28 | | |
| KPSI-FM | | 100.5 | Hot Adult Contemporary | 128 | | |
| KXWY-AM | | 1340 | Beautiful Music/Nostalgia | 24 | | |
| KUNA-FM | | 96.7 | Spanish | 28 | | |
| | | <i>Spill from stations outside market: KFI-AM(LA)</i> | | | 180 | |
| | | | Palm Springs Sub-Total | 548 | \$10,362 | |
| BAKERSFIELD | KDFO-FM | 98.5 | Classic Rock | 140 | | |
| | KGET-AM | 970 | News/Talk | 96 | | |
| | KISV-FM | 94.1 | Contemporary Hits/Rhythmic | 40 | | |
| | KKDJ-FM | 105.3 | Easy Listening | 40 | | |
| | KKXX-FM | 94.1 | Dance | 40 | | |
| | KRAB-FM | 106.1 | Active Rock | 40 | | |
| | KIWI-FM | 102.9 | Spanish | 72 | | |
| | KPSL-FM | 92.1 | Spanish | | | |
| | | KWAC-AM | 1490 | Spanish | | |
| | <i>Spill from station outside market: KFI-AM(LA)</i> | | | 180 | | |
| | | | Bakersfield Sub-Total | 648 | \$10,997 | |
| CHICO | KHHZ-FM | 97.7 | Spanish | 20 | | |
| | KHSL-FM | 103.5 | Country | 30 | | |
| | KMXI-FM | 95.1 | Adult Contemporary | 60 | | |
| | KPAY-AM | 1290 | News/Talk | 20 | | |
| | KHHZ-FM | 97.7 | Spanish | 40 | | |
| | <i>Spill from stations outside market: KFBK, KSTE, KXCL & KHYL (S)</i> | | | 492 | | |
| | | | Chico Sub-Total | 662 | \$3,409 | |
| EUREKA | KEKA-FM | 101.5 | Country | 20 | | |
| | KHSU-FM | 90.5 | Public Radio/Talk | 20 | | |
| | KHUM-FM | 104.3 | Variety | 20 | | |
| | KINS-AM | 980 | Talk | 104 | | |
| | KXGO-FM | 93.1 | Rock | 50 | | |
| | | | Eureka Sub-Total | 214 | \$2,959 | |

Radio buy achieved \$47,000+ bonus weight.

Total Radio

\$648,549

Amnesty Final Report

Web Portal Activity

Visits

| | February | March | February 1 - April 1 | YTD (through April 4) |
|--|--|---|---|--|
| www.ftb.ca.gov and taxes.ca.gov | | | | |
| Primary pages: FTB homepage Amnesty homepage Tax Amnesty applications PIT application BE application | 591,177 58,281 22,896 20,084 6,185 | 678,458 119,693 71,460 47,496 13,920 | 1,292,874 183,719 98,287 67,580 20,105 | 1,679,708 223,493 113,225 77,570 23,941 |
| Pages linked from amnesty homepage's navbar: Amnesty Balance Calculator Check Account Status Payment Options Forms & Publications (2002 and prior) Frequently Asked Questions Información Breve de Amnistía (Spanish Amnesty FAQs) Tax Professionals Legal Contact Us News and Updates | 5,992 8,992 5,597 8,165 5,123 660 1,569 1,014 3,078 751 | 10,719 14,455 10,745 16,219 13,004 839 2,744 1,760 5,995 1,314 | 17,098 23,998 16,708 25,054 18,698 1,523 4,505 2,852 9,456 2,160 | 20,891 29,718 20,213 30,363 22,698 2,054 5,831 4,004 11,680 2,918 |
| California Tax Information Center: CTIC home page CTIC Amnesty referrals (beginning 2/7/05) | N/A 12,235 | N/A 26,168 | N/A 38,403 | N/A 38,403 |

N/A = Data is not currently available.

CALIFORNIA COUNTS ON YOU!



Lessons Learned

The partnership with Glass McClure was professional and enjoyable. The agency's attention to detail made it easier for us to focus on administering an effective tax amnesty program. Glass McClure provided creative leadership in the preparation and production of the campaign and commercials. Glass McClure's media buys resulted in bonus coverage throughout the state. FTB and BOE provided strategic input and awareness of political sensitivities. Working together, the campaign proved effective as revenues exceeded all projections.

